



**2 September 2025**

**Intuitive Investments Group plc**

**("IIG" or the "Company")**

**Hui10 partnership agreement with Sinopec Easy Joy**

*Hui10 secures TEAM CHINA merchandise and promotion deal with Easy Joy retail network  
Ensures mass-market reach for Hui10's Lucky World brand*

IIG plc, through its largest investment, Hui10 Inc ("Hui10"), is pleased to announce the execution of a landmark merchandise and digital lottery HongBao promotion agreement with China Petroleum & Chemical Corporation ("Sinopec"), covering the nationwide distribution of TEAM CHINA-branded merchandise on Sinopec's Easy Joy online convenience store platform.

**Highlights of the Agreement:**

- Hui10 will design and distribute TEAM CHINA-branded Sports lottery HongBao-linked merchandise through Easy Joy's online store under the Lucky World consumer brand.
- The rollout will reach Easy Joy's loyalty programme with an estimated 190 million registered members, forming one of the largest retail ecosystems in Asia.
- The partnership includes integration of Hui10's Lottery HongBao digital platform, offering mobile-accessible QR code red envelopes with embedded lottery credit.

This agreement further strengthens Hui10's strategic partnership with the General Administration of Sport of China and ensures high visibility for Lucky World TEAM CHINA offerings through Easy Joy's strong ability to deliver in-store branding campaigns for leading consumer brands.

Leveraging Sinopec's national footprint, the agreement ensures mass-market reach for Hui10's Lucky World brand and the embedding of Lucky World products and digital lottery HongBao into both urban and rural markets.

The partnership will drive customer engagement through Lottery HongBao as Easy Joy customers will receive digital red envelopes (HongBao) containing stored credit for lottery play as part of co-branded promotional campaigns, enhancing page views and spend-per-visit. With the intention to jointly develop marketing campaigns to allow Easy Joy members to redeem loyalty points for Lucky World merchandise and Lottery HongBao, creating an omnichannel promotional loop that links merchandise, loyalty, and lottery play.

The initial product launch and digital activation are planned for the beginning of 2026, with subsequent rollout phases involving:

- Expansion of product lines across the TEAM CHINA range;
- Integration of Lucky World's omnichannel lottery HongBao platform into Easy Joy's retail, loyalty, and payment systems;
- Scalable deployment of QR code based Lottery HongBao at point of sale, inside packaging, and through Sinopec digital media.

**Sir Nigel Rudd, Chairman of IIG, commented:** *"Following the strides made with the TEAM CHINA contract, the partnership with Sinopec's Easy Joy network serves to further grow the reach of Hui10's Lucky World platform and Lottery HongBao loyalty programme via Sinopec's 190 million-strong loyalty base and 28,000+ stores. This agreement provides the opportunity for unmatched national reach for TEAM CHINA merchandise."*

*"This agreement marks a significant step forward in Hui10's digital lottery strategy. By embedding Lottery HongBao functionality into retail products and consumer journeys, Hui10 are building the next generation of lottery-linked engagement for China's consumers. We are delighted with the significant progress being made by Hui10 underpinning the substantial opportunity this offers IIG shareholders"*

Enquiries:

**Intuitive Investments Group plc**

Sir Nigel Rudd, Non-Executive Chairman  
Giles Willits, CEO

[www.iigplc.com](http://www.iigplc.com)

Via FTI Consulting

**Zeus**

Nick Cowles / Graeme Summers / Dominic King

+44 (0)20 3829 5000

**FTI Consulting**

Jamie Ricketts / Valerija Cymbal / Jemima Gurney

+44 (0)20 3727 1000

IIG@fticonsulting.com

**About Intuitive Investments Group plc**

IIG is an investment company focused on fast growing, high potential Technology and Life Sciences businesses operating predominantly in the UK, continental Europe, the US and APAC, utilising the Board's experience to seek to generate significant capital growth over the long term for shareholders.

**About Hui10**

Hui10 is a technology company involved in the digital transformation of the Chinese lottery. Its platform unlocks the market expansion of the Chinese lottery through increasing the number of people playing lottery from the current 10% participation level to target more than 30%. Hui10's platform is integrated into China's national interbank card settlement system and payment platform, UnionPay. Lucky World is an omnichannel commerce platform which provides China's existing 200,000 lottery only shops access to a wider fastmoving consumer goods product offering through its growing number of commercial partnerships with leading Chinese suppliers. Lucky World provides a solution for brands to tackle the global counterfeit crisis using its integrated Lottery HongBao digital solution with incentives, helping to build brand loyalty and trust.

**About Sinopec Easy Joy**

Easy Joy is the retail arm of Sinopec Group, operating over 27,800 stores within its network of more than 30,000 petrol stations across China. It serves over 190 million loyalty customers and is known for executing retail partnerships with major global brands, including food & beverage, lifestyle, and now licensed Olympic merchandise.

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